



Fees and Charges Report

Date: June 3, 2024

To: City Council

Through: Candace Cannistraro, Deputy City Manager

From: Richard Parison, Arts and Culture Director
Illya Riske, Arts and Culture Assistant Director
Kelly Farrow, Senior Fiscal Analyst

Subject: Arts and Culture Department Update to Schedule of Fees and Charges, Citywide

Purpose and Recommendation

The Arts and Culture Department recommends adding i.d.e.a. membership fees to the Arts and Culture Fee Schedule. These fees have historically been collected by the i.d.e.a. Museum Foundation. The Department will now collect the fees to support operating expenditures. If approved by City Council, the fees will display on the Arts and Culture Fee Schedule on July 1, 2024.

Background

The i.d.e.a. Museum Foundation has historically collected membership fees and selectively applied them to operations of the i.d.e.a. Museum. Because the purpose of the Foundation is collecting donations and advising on their use, it was agreed that membership fees do not fall under this purview. Unlike donations, memberships have a transactional nature and should fall under the general operations. In collaboration with the i.d.e.a. Museum Foundation, the Arts and Culture Department agreed to shift the collection of membership fees to the Arts and Culture Fund to cover programmatic expenses, providing the City direct funding oversight.

Membership levels and prices for the i.d.e.a. Museum have stayed consistent, ranging from the Basic membership of \$70 up to a Tertiary membership of \$190. Adding the memberships as a range from \$70 to \$250 to the Schedule of Fees and Charges will maintain consistency with other Council approved charges, while also providing flexibility to move with the market.

There are currently four membership levels at the i.d.e.a. Museum:

- Basic Membership - \$70
- Primary Membership - \$95
- Secondary Membership - \$150
- Tertiary Membership - \$190

Member benefits include unlimited visits to the i.d.e.a. Museum during membership period, members-only special events, invitation to exhibition previews, 10% discount on regular-priced items in the Museum shop, and \$1 off guest admission. Higher level memberships provide additional benefits as well.

Discussion

In collaboration with the i.d.e.a. Museum Foundation, the Arts and Culture Department agreed to shift membership revenues from the Foundation to the Arts and Culture Fund, while also shifting the programmatic expenses that the Foundation was supporting with membership revenue to the Arts and Culture Fund, making this a budget neutral issue.

The Department proposes adding a range to membership fees, allowing more flexibility to adjust to market conditions.

Methodology

The i.d.e.a. Museum membership fees are consistent with industry standards for similar venues.

Alternatives

None

Fiscal Impact

The estimated fiscal impact is approximately \$160,000 in revenue that will be offset by expenditures in the Arts and Culture Fund starting FY 2024/25.

Coordinated With

This change has been reviewed and recommended for approval by the Office of Management and Budget, Arts and Culture Department, and the i.d.e.a. Museum Foundation.

Fees & Charges Schedule – Key

Heading Configuration

<u>Schedule of Fees & Charges</u>
Department
Contact Information
HEADING 1
HEADING 2
<i>Heading 3</i>
Description of Fee
Description of Fee 2

Font Indications

Font	Font Indications
Regular Font	Existing fee or language
Strikethrough	Fee or language will be deleted from the Fee Schedule
BOLD CAPS	Language is being added to Fee Schedule
Bold	New or increased Fee Amount

Schedule of Fees & Charges

Exhibit A – i.d.e.a. Museum Memberships

Department: Arts & Culture

Description of Service	Current Fee Range	Proposed Fee Range	Unit	Revenue Source Code	Total Fiscal Impact	Notes
i.d.e.a. Museum						
MEMBERSHIP		\$70-\$250	ANNUAL	1109-3241	\$160,000.00	Membership revenue to be collected by Arts and Culture Department, rather than the i.d.e.a. Museum Foundation.

Estimated Total Annual Fiscal Impact: \$160,000.00